

## ABSTRACT OF THE DISCLOSURE

According to the present invention, it is possible to, when an already available data communication system is used, transmit digital data other than data that is the main communication object of the data communication system.

A data broadcast station (2) of this invention has a digital data encoder (7), which changes, each unit time, the color of part of a moving image based on digital data that is input and generates image data. A data reception terminal (4) which has a moving image display device (10), which displays a moving image based on image data, a light sensing device (12), which senses the light of part of the moving image displayed on the moving image display device (10), and a digital data decoder (13), which detects the change, each unit time, in the color of part of the moving image whose light is sensed by the light sensing device (12) and generates the digital data.

Representative Figure: FIG. 1